

RESTA CAPTURED \$51,550 IN PRIZES

Aitken Won \$43,750 and Rick-
enbacher \$24,800 Dur-
ing 1916.

OF 11 STARTS RESTA WON 6

By JEROME T. SHAW
of the "Horseless Age."

To Dario Resta and his Peugeot car goes the racing championship of 1916, the motorist Italian-English pilot earning the distinction of being the first officially recognized American champion through winning six of his eleven starts in the stellar motor events of the past season. In these six victories Resta corralled a total of 4,100 points in the American Automobile Association championship award events, by which the driving title was determined for the first time. In addition he won a total of \$51,550 in prize money and the \$10,000 trophy, emblematic of the championship.

Johnny Aitken, who closely pressed and at times led Resta in the championship fight, finished the season as runner-up to the champion with a total of 2,440 points to his credit, gained through seven starts and two seconds in thirteen starts.

During the season's racing Aitken garnered \$43,750, including the \$3,000 Goodrich and the \$1,000 Bosch trophies, emblematic of the championship.

Eddie Rickenbacher, who in 1915 made the best performance in the speedway contests, finished third in the standing of the present season, with a total of 2,910 points, scored in four firsts, two seconds and two thirds in twenty starts. Through his activities on the speedways "Baron Rick" is just \$24,800 richer than he was last year.

While 1916 was heralded as the advent of the hundred mile an hour season, just ended has placed this high speed performance in the commonplace, no less than twenty-seven of the cars finishing in the thirty-seven races of the season recording speed above the century mark. From the very beginning of the 1916 campaign, aside from the early races at Annet Park, the past season's records were shattered, with the high water mark in long distance contests being reached at the Lakeside trophy race at Sheepshead Bay on October 21, when Aitken's Peugeot finished across the line with an average speed of 105.95 miles an hour to its credit. The only exception to the record breaking performance was the mile race at Indianapolis on Decoration Day, when Resta's average was \$2.99, as compared with the course record of \$2.84 miles an hour made by De Palma in a Mercedes in the 500 mile race of 1915.

A fair idea of the increased speed during the last season may be obtained by a comparison of the average speeds of the thirty-seven races of the season. In the eighteen contests of 1913, which with the exception of the Indianapolis event, were road races, the average speed was 55.73 m. p. h. In the contests of 1914 the average was 65.80 m. p. h.; last year's twenty-two races were run at an average of 74.86 m. p. h. In the thirty-seven races of road and speedway during 1916 the average speed of the winners was 87.31 m. p. h., more than twelve miles an hour better than the average for the previous season.

All of the speedway races of the year brought an average of 88.62 m. p. h.; the fifteen championship award events were run at an average speed of 92.43 m. p. h., and without the Vanderbilt Cup and Grand Prize this average was boosted to 94.44 m. p. h.

In the Vanderbilt Cup and Grand Prize, the only important road races of the season and probably the last of the Vanderbilt era on the road, the previous records were broken, the average speed for these contests being 88.39 and 85.50 m. p. h., respectively. In commenting on these races it is fitting to remark that the decline of road races as further emphasized by the abandonment of the Elgin races, the only road contests that have been held east of the Mississippi during the past few years. There were several road contests in the West, but they failed to attract the high fields that marked the running of the races several years ago. Eddie O'Donnel proved to be the star of the road drivers, winning the Corona and Raisen classics, the features in this class, excluding the Santa Monica contests.

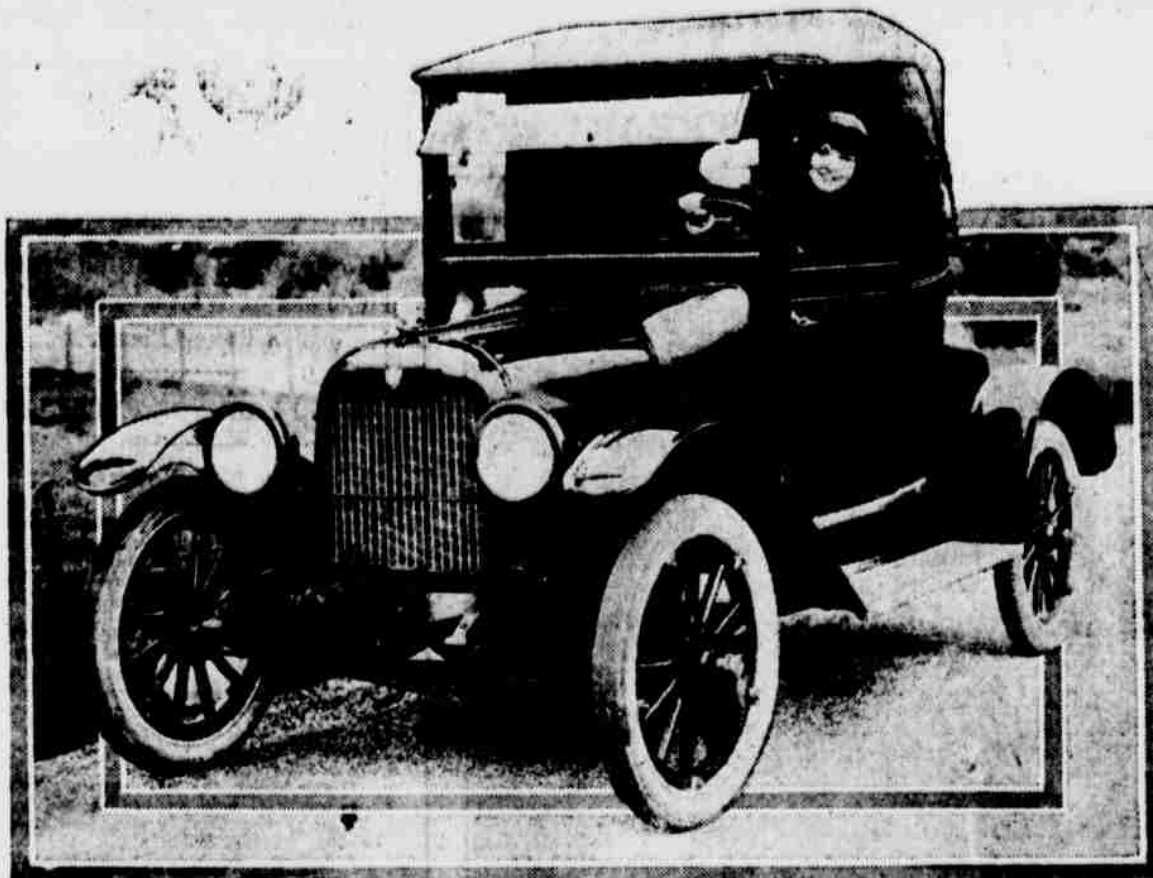
While the number of races run this year were greater in number by fifteen than those held in 1915, this increase can be attributed to great extent to the fact that several of the speedways held two and three meets and the shorter distances of the races permitted the running of several events at some of these tracks. The new speedways at Los Angeles, Kansas City, Cincinnati and Uniontown helped to swell the number of events. During the year there were 24 starts in the thirty-seven races, and of this number 235 completed the required distance. Last season 233 cars started in the twenty-two races of the season and 137 received the checkered flag.

In reviewing the season's racing it is disclosed that the Peugeot car was started forty-seven times and scored fifteen firsts, six seconds and two thirds, while its nearest competitor, the Duesenberg, won six races, finished second six times and third on five occasions out of sixty-eight starts. Thus the Peugeot was the car champion for 1916, replacing the Stutz, which through its sensational performance was awarded the title last year. Ralph De Palma, who finished fourth in the drivers' standing, drove his Mercedes in eleven races during the past season, winning one, coming second in two and third in one. The Mercedes finished third, the Maxwell comes fourth, with thirty-two starts, of which it won three races, was second in three others and finished third three times. The Stutz, which was handled chiefly by Earl Cooper, and did not participate in any races as a factory entry, won two races, was second four times and third in two races out of sixteen starts. The Premier, which was making its first appearance in speedway racing, also won two races. It was second three times and started twenty-three times.

In the list of 113 drivers that participated in the season's races, Dave Lee was the most successful, starting in twenty-three races. He finished second in three and third in three others. Eddie Rickenbacher comes second in the number of starts, getting into the starting line in twenty races. Pete Henderson, Rickenbacher's team mate, started in fifteen races, as did George Bussane, Ralph De Palma, Frank Valt, Wilbur D'Almeida and Hugh Hughes each started fourteen times.

The fight for the honor (and the \$7,000 that accompanied it) of winning the first American Automobile Association driving championship resulted in an interesting series of on-again, off-again battles throughout the season. Rickenbacher was the first to score in the championship award events, winning the Metroplitan, which carried 800 points. This lead was not of long standing, however, for Resta finished second in the Indianapolis event, and made his first start, 900—points were doubled. Early in June he won the Chicago Derby. De Palma earned 470 points (Chicago for a second place start, winning at Des Moines and Minneapolis) moved right back of Resta with 1,670 points.

Hazel Dawn, the "Century Girl," in Maxwell Cabriolet.



GOOD ROADS GREAT HELP TO EDUCATION

Poor Highways Seriously Affect Education of Children in Rural Communities.

That good roads are a potent force in the educational development of children in rural communities is a fact long recognized by the leading educational organizations of the country, and along this same line, S. M. Williams, sales manager of the Garford Motor Truck Company of Lima, Ohio, has unearthed some highly interesting data in a nationwide campaign for the improvement of road conditions.

Mr. Williams' investigation shows that in 1909 the percentage of improved roads in the New England States was 22.2 per cent, and the percentage of illiteracy was only 1.7 per cent. In the South Atlantic States the percentage of improved roads dropped to 6.2 per cent, and illiteracy in rural over urban population, due to a lower percentage of improved roads, showed for the South Atlantic States 400 per cent, and for the New England States 110 per cent. In both comparisons only native whites of native parentage were considered.

The percentage of illiteracy among the urban white population, according to Mr. Williams' figures, is estimated at only nine-tenths of 1 per cent, while the rural illiteracy among the same class of inhabitants is 639 per cent, greater. This startling condition, he shows, is due to the influence of bad roads upon the school and social lines of the rural population.

"Poor roads mean illiteracy, or even worse," declares Mr. Williams. "They inflict particular hardship upon the one-room district school because during a large part of the school term a considerable part of the 2,000,000 miles of our country roads is impassable. As a result of this situation, of the 30,000,000 or more children in the United States who could attend school only 18,000,000 are attempting to do so."

"The question of the relationship of good roads and the rural school is one which should be carefully studied. There are, fortunately, many rural communities where there is an awakening in this respect and there is a general movement in many districts for extensive road improvement which will eventually permit the consolidation of the one-room schools into a large graded school. In some localities the scholars are being carried back and forth from school at public expense, in what is known as a 'school wagon.' The consolidated school is rapidly becoming the social and intellectual center of communities and the gathering place for public meetings of all kinds. In fact it has already become one of the greatest factors for rural progress which has ever existed.

"Without good roads, the consolidated school is an impossibility. That in itself is a sufficient reason for the vast amount of time and energy which many of us are expending for the improvement of road conditions."

MOTORISTS SLOW TO GET LICENSE PLATES

Secure Plates Now to Avoid
Rush Later, Secretary of
State Advises.

Only 16,500 automobile owners in the New York city district have already secured their 1917 license plates from the Secretary of State's bureau at Broadway and Seventy-fourth street. A total of 11,953 chauffeurs have their 1917 licenses. Early application on the part of owners and chauffeurs will have a material effect in shortening the line which usually presents itself the latter part of next month.

When it is considered that up to the present time 127,485 owners and 71,000 chauffeurs have registered, the number of early applicants becomes a comparatively small per cent.

While every effort will be made to expedite matters at the Broadway bureau during the rush period next month, a little forethought these days will do away with the necessity of the ant and chauffeur being forced to take his place in line with the eleventh hour applicants.

Except in color the 1917 license plates do not differ materially from those of this year. Instead of a cream and white combination next year's plates have an olive background with white numerals, the latter being more indented and consequently standing out in a sharper manner.

The hyphenated number, first conceived by Secretary Hugo, will be continued, having found favor particularly with the police and others who are called upon frequently to remember the number of the license at a glance. The hyphenated number has also caught on with other States, where it has been adopted for next year's plates.

CHALMERS IN FOREIGN LANDS.

Early Orders Point to a Record Export Business.

Orders now on hand at the Chalmers Motor Company indicate a record business in exports to foreign countries during the coming year. Russia is proving one of the best customers for American built cars, and over 100 Chalmers Sixes will be shipped to Petrograd within the next two weeks.

Following the recent visit of T. M. Kirker, foreign representative of the Chalmers company, to South America, exports to Latin American countries have received a big impetus. The Argentine Republic leads in volume of sales. South Africa, Australia and India also received big Chalmers shipments in the past few months.

"Although our export business has doubled in volume, practically none of the cars shipped abroad are being used for war purposes," says E. C. Morse, vice-president and general manager. "That the foreign dealers are finding eager buyers despite excessive war duties and tariffs is evidenced by the number of repeat orders we receive from Holland, Sweden, Greece and other points in or near the war zone."

The Chalmers company has made no organized effort to establish a foreign business. We have simply skinned the cream of the orders that came our way without endeavoring to enlarge this end of the business. This was mainly due to the record breaking sales made in this country. With largely increased production and manufacturing facilities for 1917, we see no reason why our exports during the coming year should not become one of the most important items on our business calendar."

Firestone Managers Meet.

For three days during the past week forty-five branch office managers and several traveling auditors of the Firestone company conferred with the home office executives at Akron, Ohio, seeking new and better ways of serving the tire market. The conference was part of the company's plans for preparing its organization to handle efficiently the big business in business now in sight for next year, when the plant's production will jump to 2,000,000 pneumatic tires a day.

Each year the Firestone company plants host to every division of its staff here. Only a few weeks ago more than 500 branch managers, salesmen and representatives of the company from all parts of the world met in Akron for the tenth annual sales convention. Within a few months the Firestone service men will be available at the home office in the same way.



Magnificent Limousine Mounted on Famous Chandler Chassis \$2750

Specially designed for those who lead in New York's smartest circles, this car excels in beauty, dignity and luxuriousness. Not the slightest detail has been overlooked in equipment. Bodies are of aluminum, patterned along classic lines. With seat back and cushions excepted, interiors are trimmed plain, in imported fabrics of colors that blend harmoniously with the stately mahogany paneling. Perfect ventilation is assured. Extra folding seats are concealed when not in use. There are concealed quarter lights, toilet articles, etc. Fully equipped, this Chandler weighs but 3200 lbs., which keeps fuel cost at 16 miles per gallon of gasoline, 1000 miles per gallon of oil and 5000 to 7000 miles on one set of tires. Do not buy a Fall car until you see this for a demonstration with this magnificent Limousine.

BRADY-MURRAY MOTORS CORPORATION

New York's Most Complete Motor Car Institution

2024 Broadway, at 62nd Street Telephone, 9175 COLUMBUS

W. C. B. MOTORS CAR CO.

CHANDLER MOTOR CAR CO., CLEVELAND, OHIO

BRADY-MURRAY MOTORS CORP.

TO FEATURE BODIES AT NATIONAL SHOW

Gigantic Array of Cars in Palace Will Be Replete With Features.

Show time is fast approaching. America's greatest exhibition of motor cars and accessories is but three weeks off, the seventeenth annual automobile show under the auspices of the National Automobile Chamber of Commerce, Inc., opening at Grand Central Palace on Saturday afternoon at 2 o'clock, January 6, and continuing for one week. That the forthcoming event will be the best of its kind ever held, not only in this country, but abroad as well, is anticipated by S. A. Miles, who manages the annual shows at New York and Chicago for the manufacturers' organization.

While there have been large shows held in London, Berlin and Paris in the years before the war, the exhibition at Grand Central Palace will undoubtedly surpass them all in point of number of exhibitors as well as being distinctly and comprehensively representative of the nation's motor vehicle industry. All of the exhibitors will be American manufacturers and they will include those whose product provides pleasure and recreation and the highly important business transportation for the man of moderate means as well as the vehicles of the companies catering to the more select whose purse limitations are relatively more extensive. The show will mark the advent of a number of new cars, mostly in the moderate price class, but the main group of exhibitors will be composed of the companies whose activities have been the foundation stones upon which the industry has been developed. The real pioneers of the industry whose vehicles are the "sterling" of the automobile world are among the prominent exhibitors.

Seldom has a show afforded a prospective car owner such a wide selection of models as will the forthcoming display. No matter what the price limitation or how distinctive the body design may be the man in search of a vehicle conforming with his idea of construction and price without doubt will find it among the cars on view at the Palace. There is such a wide range in the prices of the show cars that it will be possible to satisfy any purse. It is estimated that there will be between 350 and 400 cars and chassis on display, representing about one hundred makes, and the prices of these cars range from \$195 to \$5,000, with at least one chassis selling for \$5,000.

Not only will there be an appreciable variance in the prices of the cars, but every one of the sixteen types of body styles on the market today will be included among the exhibits. And bodies will represent one of the most interesting features of the show to the man in search of changes in the 1917 models over those of last year. Few companies have made radical changes in the mechanical construction of their new models, the changes in most cases being reflected in the body design and minor refinements in the chassis and engine or in the equipment.

Heretofore there has been a good deal of misconception in regard to the correct definition of the various types of bodies fitted to pleasure car chassis. The Society of Automobile Engineers has officially defined these bodies so that the situation is now considerably clarified in this respect. One may now call a closed

car seating three to five inside, with the driver's seat outside covered with a roof, a limousine and back his statement with the official definition. The sixteen body types defined by the nomenclature committee of the S. A. E. are the roadster, coupelet, coupe, convertible coupe, clover leaf, touring car, sedan touring car, convertible touring car, sedan, convertible sedan, open sedan, limousine, open limousine, berline, brougham and landaulet.

Twelve, eight, six and four, as distinguishing the engine types, all will be represented, as will be the latest adoption of the automobile engineer for passenger car service—the sixteen valve engine. On the upper floors of the Palace there will be spread for the inspection of the visitors the hundreds of devices and accessories that have been designed for the comfort and convenience of the motor car owner and to reduce the cost of automobile operation and maintenance. More than 225 exhibitors of parts and accessories have been assigned space at the show and will display the latest in their field, including almost everything from a cotter pin to an engine.

F. L. BRANO ADVANCED.

Becomes Manager of Grant Six
Special Body Department.

Frederick L. Brano, who has been the efficient organizer and director of the city selling force for the Randall Motors Corporation, 1895 Broadway, distributors of the Grant Six, has been named manager of the special body department.

B. C. Hoey, who had such remarkable success as city sales manager for the Grant Six, has succeeded Mr. Brano as sales manager.

BUICK PRICES TO ADVANCE JAN. 15

High Cost of Material the
Cause for Slight Increase
on All Models.

Announcement is made by the Buick Motor Company, Flint, Mich., that beginning January 15 there will be an increase in price on all models, both four and six. On the two four cylinder models there is to be an increase of \$10, the \$480 car selling at \$490. On the quartet of six cylinder models the raise ranges from \$15 to \$35. The four will sell from \$1,040 to \$1,835. These prices are f. o. b. factory.

The Buick Motor Company officials state that it was their sincere hope to continue the sale of cars at the former prices, and the announcement of increases was delayed as long as possible, trusting there would be some relief in the materials situation. This year's Buicks have been built largely from materials contracted for a year ago and in some instances previous to that. This, in connection with largely increased production and the further fact that Buick efficiency engineers made possible a vast saving in the factory through the extension of efficiency methods and the installation of much new and improved machinery, enabled the company to de-

lay the higher price announcement a great deal longer than many of its dealers and friends anticipated.

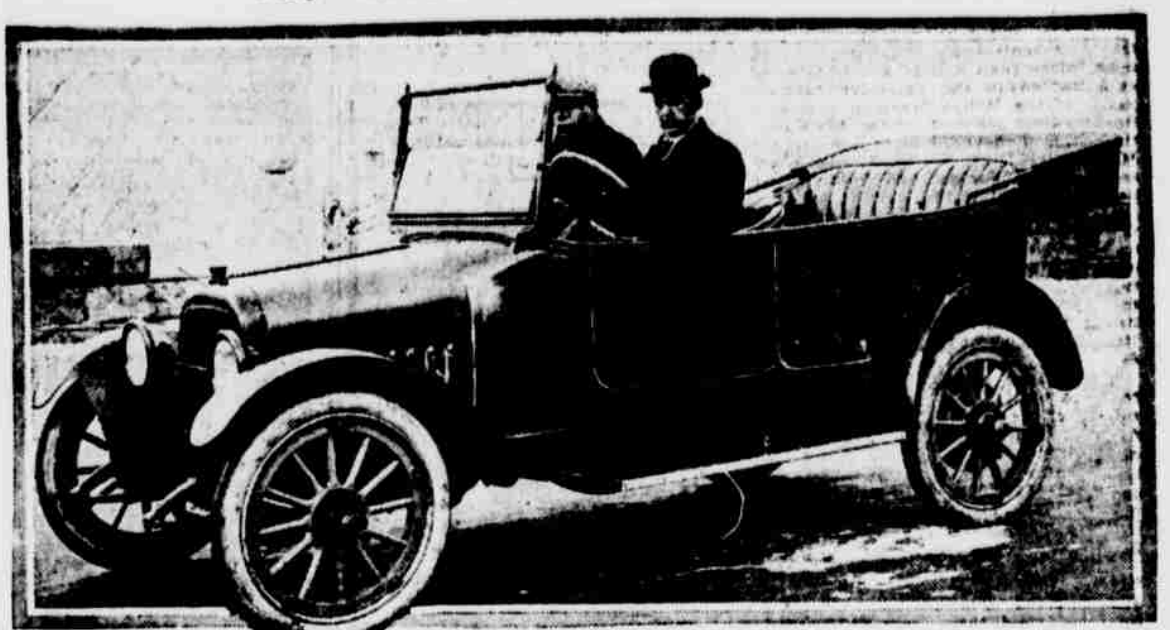
E. P. Strong, general sales manager, announces that production has been keyed up to a point hitherto unattained in an effort to take care of all unfulfilled orders before the new prices become effective. Also that the company expected somewhat of a let up in orders with the coming of cold weather, but this cessation of demand for the value in hand product did not materialize. Although production for November was in excess of 10,000 automobiles there were in spite of this enormous production less than 170 automobiles on hand at branch houses and in transit to them on the first day of December. He further states that everything possible is now being done to build cars enough prior to the date of increase to enable the sales department to fill orders already booked at the old prices.

New Peoria Service Station Opened.

The Van Cortlandt Vehicle Corporation of Sixty-third street and Broadway, New York city, metropolitan distributor for the Peoria car and accessories, has opened a commodious and well equipped service station on the fifth floor of the building at Sixty-fourth street and Broadway for the benefit of Peoria owners in their territory.

William J. Lasher has joined the staff as chief mechanic, traveling in New York State, Connecticut and New Jersey. He is one of the best known veterans in the Peoria ranks, having been with the Peoria Eastern representative for the Mitchell car from 1905 to 1912. He was one of the Peoria executives of the Olds, Martin, C. Carroll, formerly with Mercedes, and George E. Hurd, one of Broadway's veteran salesmen, who was with the Olds company for seven years and later with the Chevrolet, have joined the Peoria staff.

Ray Harroun in His Latest Creation.



New York automobile dealers had their first glimpse of the latest addition to the motor car world last week when the Harroun car, designed and constructed under the supervision of Ray Harroun, the famous engineer and racing driver, reached Broadway. This much talked of car arrived on Tuesday from Detroit, where it was manufactured in a temporary plant of the company, and drew highly favorable comments from the technical representatives of the automobile trade

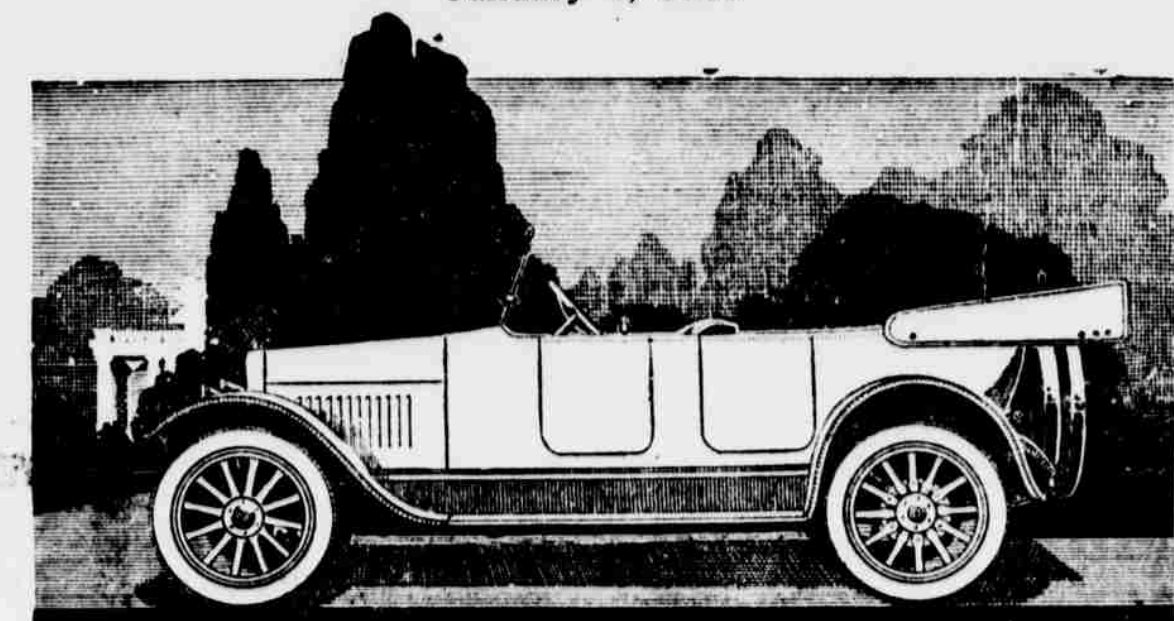
press, who inspected it and were given demonstrations of its comfortable riding qualities. At the hands of Ray Harroun the car was driven over the various sections of the city usually selected by the automobile trade for demonstration tests, and it made an excellent showing, giving indications of an abundance of power accompanied by the greatly desired flexibility of engine performance. With a wheelbase of 107 inches there is much more than the usual amount of leg room and body room. The rear seat is one of the widest

on the market, measuring 43 inches inside the upholstery. The effect of length is emphasized considerably by the fact that the car is very low hung, running boards being but slightly higher than the lowest part of the car—the front axle. The Harroun body follows the advanced streamlining design, the top body line sweeping gracefully outward from the seat, narrowing again at the rear. An unusually interesting detail at the top which is of khaki, harmonizing with the dark green of the body. The wheels are also brown.

STANDARD

The Magneto Equipped "Eight"

Advance \$100 in Price
January 1, 1917



The remarkable and steady rise in the cost of materials and labor has made it necessary for us to choose between lowering the quality of our cars or raising their price.

As Standard cars have been built up to a standard and not down to a price, we feel the only consistent course to follow is to advance the price to meet existing conditions.

At considerable cost to ourselves, we have adhered strictly to our original specifications, and now feel that it is but fair for Standard users to share this expense with us.

An advance of \$100 in the selling price of each open model is accordingly herewith announced, this advance to take effect January 1, 1917.

Orders for delivery not later than April 15th will be accepted at present prices up to and including December 31, 1916, providing such orders are accompanied by a reasonable deposit.

Owners may rest assured that the quality of Standard cars will be maintained under all conditions.

Made by Standard Steel Car Co., Pittsburgh, Pa.

80 H. P.—127 inch wheel base—optional upholstery and color

Springfield Sedan	\$2500	7-Passenger Touring	\$1900
Limousine	\$3500	4-Passenger Roadster	\$1850

F. O. B. Butler, Pa.

Duffy Motors Corporation
1895 Broadway